



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF HEALTH, NATURAL RESOURCES AND APPLIED SCIENCES

DEPARTMENT OF AGRICULTURE AND NATURAL RESOURCES SCIENCES

QUALIFICATION: BACHELOR OF SCIENCE IN AGRICULTURE	
QUALIFICATION CODE: 07BAGA	LEVEL: 7
COURSE CODE: PAM 621S	COURSE NAME: PRINCIPLES OF AGRIBUSINESS MARKETING
DATE: NOVEMBER 2022	
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Mr. Teofilus Shiimi
MODERATOR:	Mr. Salomo Mbai

INSTRUCTIONS
1. Answer ALL the questions. 2. Write clearly and neatly. 3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination question paper
2. Answering book

THIS EXAMINATION QUESTION PAPER CONSISTS OF 2 PAGES (Excluding this front page)

Question 1

- (a) As a marketer why is it important to understand needs, wants and demand of your clients? [3]
- (b) Discuss the advantage of satisfying a customer to a product/brand owner. [3]
- (c) Explain what you need to do to retain your customers when marketing a product/brand. [2]
- (d) What is the appropriate stage for a marketer to start designing a customer – driven marketing strategy? [2]
- (e) Explain why it is important for the firm/company to have the market divided into segments. [4]
- (f) Explain how the explosive growth in digital technology fundamentally changed the way we live. [6]
- Sub-Total Marks [20]**

Question 2

- (a) Explain Why the prices of agricultural products are rarely fixed? [4]
- (b) Discuss strategies that you can implement to enjoy better prices in the marketing of agricultural products. [6]
- (c) “Assume you are a Board Member of a newly established poultry company in Namibia”. Explain how you will advise other Board Members on how the company can create value for your customer? [6]
- (d) Explain why customer relationship management is an important concept in modern marketing? [4]
- Sub-Total Marks [20]**

Question 3

- (a) Discuss the main purpose of analyzing the current business portfolios in strategic business planning. [2]
- (b) “Assume you are a Board Member of a newly established poultry company in Namibia”. Discuss any three strategies you will recommend to the company to penetrate the market and establish its ground. [6]
- (c) “When analyzing markets, marketing management takes other companies into account”. Discuss how competitors could be good motivators in shaping your business. [4]
- (d) “Companies must design effective marketing information systems”. Discuss the importance of marketing information systems to any business? [4]

(e) Explain how important is the post-purchase experience of the customer toward building a profitable relationship with a product brand? [4]

Sub-Total Marks [20]

Question 4

(a) “Consumers make many buying decisions every day, and the buying decision is the focal point of the marketers”. Explain the reason behind why companies conduct research on what consumers buy, where they buy, and how much they buy. [6]

(b) Discuss at least three factors that influence consumer behaviour when buying goods and services? [6]

(c) Explain how business markets differ from consumers market. [2]

(d) “Engaging business buyers with digital and social marketing has changed the face of the business-to-business buying and marketing process”. Discuss the benefit of e-procurement with at least three points. [6]

Sub-Total Marks [20]

Question 5

(a) With at least two points, explain why a business cannot appeal to all buyers in the marketplace. [4]

(b) Differentiate between market segmentation and market differentiation strategy. [4]

(c) “When developing a new product, a company goes through vigorous process”. Explain how external idea sources become a good source in a product development process? [3]

(d) With at least three points, discuss what influences business buying behaviour. [6]

(e) Mention three strategies you can implement to build a strong brand. [3]

Sub- Total Marks [20]

End!